



Sumitomo Mitsui Banking Corporation (Dubai)

Case Study

PTS Consulting assists Sumitomo Mitsui Banking Corporation to branch out in Dubai...



The Client:

Sumitomo Mitsui Banking Corporation (SMBC) was established in 2001 through the merger of The Sakura Bank, Limited and The Sumitomo Bank, Limited. In 2002, Sumitomo Mitsui Financial Group, Inc. was established through a



stock transfer as a holding company, under which SMBC became a wholly owned subsidiary. SMBC boasts a number of competitive advantages, including a strong customer base, the quick implementation of strategies and an extensive lineup of financial products that leverage the expertise of Group companies in specialised areas. SMBC works closely with other Group companies to offer customers sophisticated, comprehensive financial services. Today, Sumitomo Mitsui Banking Corporation has over 16,500 employees at over 427 branches throughout the world.

The Challenge:

Due to rapid growth in the Middle Eastern financial markets, SMBC decided that it wanted to open up an office in the region. In fact, it was to be the first Japanese bank to open up offices within the Middle East. Dubai was chosen as the location since it would offer a strong base for SMBC to be able to meet global client requirements. To enable SMBC to begin operating from Dubai, the group required local expertise to help manage the preparation and construction of the new office, along with procurement and implementation of the necessary IT infrastructure. The main aim of the project was to deliver sufficient capacity and IT performance for 50 SMBC employees. As this project was to follow a significant IT infrastructure improvement project conducted in London, it was very important that standards in the new Dubai office matched those set in the UK. As the key SMBC IT and Project leaders were to be based in London, PTS Consulting was retained to provide the necessary construction and IT project management services on the ground in Dubai from the initial evaluation and selection of contractors; to the day to day monitoring of on-site project progress; weekly reporting; risk and issue management; project testing; handover and client migration.

Gary Biggerstaff, SMBC IT Director explained: *“Choosing to locate in Dubai presented SMBC with a number of challenges, not least that the construction industry is so very busy that it can pick and choose the projects to work on. Clearly the largest projects attract greater attention, so a big risk for us was that our relatively small fit out would take second priority for the people involved. Having PTS Consulting on the ground ensured we built and retained a committed team, so we could achieve our desired project objectives of a high quality fit out, delivered on time and to budget.”*



The Solutions:

End-to-End Project Management: As SMBC had not worked within the Middle East before, PTS Consulting was able to offer commercial and project management support in a region that operates significantly differently to Asia and Europe. PTS Consulting played a key role in all aspects of the project from assisting in the set up of the lease, to selecting the right contractors and technology for the job. Acting as a key point of contact between the client and third parties that were to make up the professional team, PTS Consulting worked closely with all IT and facilities professionals to ensure that SMBC was able to deploy the required global technology standards for 50 people to be able to begin working in this new region.

IT, AV and VoIP infrastructure procurement and implementation: PTS Consulting also project managed procurement and delivery of the vital IT, Audio Visual, Voice and Security network elements to ensure that they were aligned with global standards. The project scope included a new high performance converged network infrastructure; global WAN connectivity; construction of a LAN room; as well as the procurement and implementation of servers, desktops and VoIP technology. PTS Consulting ensured that SMBC had the IT performance and resiliency needed with the installation of the first ever 10 GB shielded cabling system in the Middle East.

The Benefits:

With the client contacts in the UK, PTS Consulting Dubai acted as SMBC's 'eyes and ears' on the ground. The project management process was supported by weekly video conference calls between London and Dubai, meaning that only occasional visits to Dubai by the client were necessary. Thanks to the detailed project management from PTS Consulting Dubai, any local issues were addressed and the project was completed on time, which is unusual in Dubai! PTS Consulting also contributed significantly to the cost management to ensure that rigid change management procedures were implemented and policed throughout the project.



Key benefits that the project delivered to Sumitomo Mitsui Banking Corporation included:

- Deployment of new office and IT facilities for 50 employees in Dubai.
- Implementation of a resilient new converged IT, AV and VoIP infrastructure and technology in line with global standards.
- Installation of the first ever 10GB shielded cabling system in the Middle East.
- Ongoing project management ensured all tasks completed on time and to budget.
- Local PTS knowledge and guidance on the ground in Dubai from planning to implementation reduced project risk for client.



The Verdict:

SMBC's CFO and the CIO were unanimous in declaring the project a success and it was commented that it could not have been done without the hard work and commitment of PTS Consulting.

Jonathan Eifion-Jones, SMBC's Chief Financial Officer concluded: *"The involvement of PTS Consulting Consultants as Project managers to lead, guide and assist us in establishing an office in Dubai was one of the key factors that ensured SMBC Dubai opened for business on schedule and within budget. The project was undoubtedly a success and the energy, knowledge and professionalism displayed by PTS means we would highly recommend them to anyone."*

About PTS Consulting

PTS Consulting Group PLC (PTS) is one of the world's leading IT consultancies with a reputation for innovation and thought leadership. PTS is also renowned for its project management expertise. As the global leader in IT relocation projects, working with some of the world's largest companies, PTS has earned a world-wide reputation for independence, professionalism and quality of service. Headquartered in the UK and founded in 1983, PTS has worked in over 70 different countries, 250 cities and employs more than 330 staff in the Americas, EMEA and Asia-Pacific. www.ptsconsulting.com